

**What is claimed is:**

1. A method of personalizing caller ID (CID) information comprising:  
storing data for at least one personalized CID (PCID) associated with a given telephone number;  
allowing a user to select a particular PCID when placing a phone call; and  
transmitting the data for the selected PCID when the user places the phone call.
2. A method according to claim 1, wherein the PCID data comprises text.
3. A method according to claim 1, wherein the PCID data comprises at least one of a photo, video clip, or multimedia presentation.
4. A method according to claim 1, wherein the PCID data is communicated by a calling telephone to a called telephone at the beginning of placing the phone call.
5. A method according to claim 1 wherein a plurality of PCIDs are associated with said given telephone number.
6. A method according to claim 1 wherein said data is stored in the user's telephone.
7. A method according to claim 1 wherein said data is stored by a telephone company.
8. A method according to claim 1 wherein said PCID provides the user's name.

9. A method according to claim 1 wherein said user places said call using the given telephone number on one of a land line telephone, cellular telephone, VoIP appliance, videophone, or television phone.
10. A method of placing a telephone call comprising:  
creating at least one personalized caller ID (PCID);  
associating said at least one PCID with a given telephone number;  
selecting a particular PCID for a given phone call originating from the given telephone number; and  
placing the phone call via the given telephone number to a called party;  
wherein the selected PCID is communicated with the phone call when the phone call is placed.
11. A method according to claim 10, further comprising:  
at the called party, receiving and displaying the selected PCID.
12. A method according to claim 10, wherein the PCID comprises at least one of a photo, video clip, or multimedia presentation.
13. A method according to claim 10, wherein the PCID is communicated by a calling telephone to a called telephone at the beginning of placing the phone call.
14. A telephone comprising a user interface for:  
enabling a user to program a personalized caller ID (PCID); and  
enabling said user to select said PCID for transmission to a called party when placing a telephone call from said telephone.
15. A telephone in accordance with claim 14, wherein said PCID comprises at least one of a text message, photo, video clip, or multimedia presentation.

16. A telephone in accordance with claim 14, wherein said PCID is stored in said telephone.
17. A telephone in accordance with claim 14, wherein said PCID is stored by a telephone company.
18. A telephone in accordance with claim 14, wherein said PCID provides the user's name.
19. A telephone in accordance with claim 14, wherein a plurality of users are able to program their own PCID for selection and transmission to a called party when placing a telephone call from said telephone.
20. A telephone in accordance with claim 14, comprising one of a land line telephone, cellular telephone, VoIP appliance, videophone, or television phone.